

Our Greatest Asset –
Our People

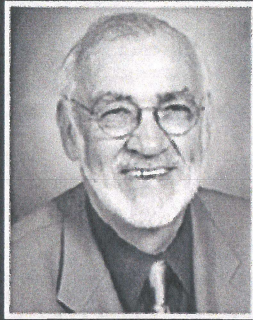
“Only a life lived for others is
a life worthwhile.”

~ Albert Einstein

Our Team

So let's discuss our greatest asset... our people.

Our Greatest Asset – Our People



Gilbert Decker, Former
Assistant Secretary, U.S. Army



MG Kent Hillhouse
U.S. Army Retired

Inaugural Board of Directors Service to Our Country

- The Foundation structure includes three important teams of contributors in addition to our donors: a) Board of Directors – who will serve for an average 2 ½ years; b) Advisory Board – who, in addition to making a financial contribution to the foundation, offer advice, experience and expertise to the board and c) Committee Volunteers – who participate on eight subcommittees. As the Foundation was launched, we recruited inaugural Board members from various Los Gatos organizations – Lions Club, Rotary Club, Kiwanis, Soroptimist, the Elks and more.
- As one examines our board, one will typically see three types of individuals: Those who have served their country or are family members of those who have served, those who have served their community, and our patriots or those who simply care.
- Here are some examples of those in the category of having extensive military or defense-related commercial experience: Let's examine for example the lifetime career of **GILBERT DECKER**, former Assistant Secretary of the Army for Research, Development and Acquisition. He served as the Army Acquisition Executive, the Senior Procurement Executive, the Science Advisor to the Secretary, and the Senior Research and Development official for the Department of the Army. In his capacity, he was committed to acquiring the most effective, affordable and supportable weapons and material for U.S. soldiers. He has a lifetime career of a combined dedication to our military given his active duty experience along with commercial CEO positions in federal and defense related corporate positions. Gil is a long term resident of Los Gatos. He is married to former Los Gatos Mayor, the Honorable Sandy Decker. Now there's a guy who knows our military and our Town.
- We have genuine military heroes on our team like Los Gatos resident **MAJOR GENERAL KENT HILLHOUSE**, now retired from the Army, a career veteran whose last job was to be the Deputy G-1 on the Army staff in the Pentagon. Fortunately for all of us, he retired just days before the terrorist attacks took out much of his office in the Pentagon. He was a commissioned Cavalry officer, served in Vietnam in the 91st Infantry Division where his service culminated in commanding the Division. Kent is the recipient of the Distinguished Service Medal, he's a two-time Silver Star recipient for extraordinary heroic acts during the Vietnam War as a young First Lieutenant, a Legion of Merit recipient, has been awarded the Bronze Star and a Purple Heart. Today, Kent is a Vice President with

Cassidy Turley Real Estate.



A common theme one often finds with military personnel is that they leave the military where they served their country and then go on to serve their comrades or community like retired Army **LT. COL. THOMAS GRIFFIN**, another genuine hero and Silver Star recipient, two-time Bronze Star recipient and recipient of the Purple Heart. Tom Griffin is the Founder and Chairperson of the Veterans Transition Center, a non-profit enterprise that successfully refurbished 40 homes on the former Fort Ord to house 55 homeless veterans and families. His leadership has resulted in the reaching new heights in metrics for its success in converting homeless veterans to self-sustaining civilians. In addition, Tom sponsors a bi-annual program known as Stand Down, a weekend-long event that earlier this year brought support services to 426 homeless veterans from five counties in northern California who congregated in Fort Ord for a weekend long event in which they had access to support services. Today, Tom's expertise is called upon regularly to consult on military and Veteran affairs, social services and mental health. He sports two masters degrees, two doctorate degrees, and his credentials include past Director of Monterey County's Military & Veterans Affairs Office, a natural fit, among other credentials.

There is **DR. CLYDE HORN** another combat Vietnam Veteran and another hero recipient of the Combat Infantry Badge, Purple Heart, and Army Commendation Medal. Professionally, Clyde is a semi-retired licensed clinical psychotherapist who meets weekly with other disabled Silicon Valley based Veterans helping them navigate the disability system and supporting their emotional needs. In addition to supporting the Foundation, Clyde also serves the Los Gatos community as recent President of the Kiwanis Club in Town.

Our Founder, **MICHAEL FRANGADAKIS**, a Vietnam Vet Medic who continues to serve America through his active reserve duty in the California State Military Reserve where he earned the Non-Commission Officer of the Year Award. He is currently the National Guard and Veteran Affairs Commissioner for Santa Clara County, the President of the West Valley Advisory Board of the Red Cross, serves on the Certified Community Emergency Response Team, and is a Los Gatos Rotarian where he chairs their Operation Yellow Ribbon Program supporting the Fisher House and Poly Trauma Center of the Palo Alto VA. He manages to do all of that while also being CEO of his own real estate business in town.

Vietnam Veterans **BOB WHITTAKER** and **RICK LORE**, also fall into this category as having served their country.

Our Greatest Asset – Our People



Ryan Hall, U.S. Army
5 Deployments
Just returned from Afghanistan



George Hall



BJ Tucker



Adam Tucker

Inaugural Board of Directors Our Military Parents

We also have our volunteers who are Military Parents like **GEORGE HALL**, who's CEO of his own business in Los Gatos, and Father to Ryan Hall, U.S. Army Ranger who just returned from his fifth deployment to Afghanistan.

And **BJ TUCKER**, a CPA and our Foundation Treasurer who is a lead partner of a professional accounting firm in San Jose and the mother to Navy private Adam Tucker.

Our Greatest Asset – Our People



Honorable John Lochner



CAPT. Duino Giordano
Los Gatos/Monte Sereno
Police - Retired



Jackie Rose

Inaugural Board of Directors Service to Our Community

A second category of individuals are those who are long term servants to this community. Take for instance, **JOHN LOCHNER**, who is an Army veteran who served in the Korean War. John moved to Los Gatos in 1954 where he launched his own business and has long been a leader including many presidential posts in local community organizations and served as a two-time Mayor of the Town.

DUINO GIORDANO, retired CAPTAIN of the Los Gatos/Monte Sereno Police Force. Duino, is a life long resident of Los Gatos who enlisted in the California Air National Guard and retired thirty years later in the ninth and highest enlisted rank of Chief Master Sergeant of the United States Air Force. He then served with the Los Gatos/ Monte Sereno Police Department retiring in 2004 following 11 years at the rank of Police Captain. He served his community as Board President of the Los Gatos Community Foundation and today, if he's not in a Foundation meeting, he's off on a Red Cross rescue mission for he's an extremely committed volunteer with the American Red Cross Emergency Response Team, serving nonstop on local and national disasters needs of our nation.

We're fortunate to have as our Foundation Secretary, **JACQUELYN ROSE** born and raised in Los Gatos, Jacquelyn (Jackie) Rose has worked for the Town of Los Gatos for 12 years supporting its Town Clerk and Town Council efforts in addition to handling Outreach for the Town.

Our Greatest Asset – Our People



Patriots

We have our Patriots, or better stated, Citizens Who Care like those in this slide. Some have watched their friends go off to war, others have had relatives defend freedom or even killed in war, others read the paper or watch CNN and recognize the atrocities of war. In the end, the common thread connecting all of these individuals is an attachment to freedom, support for our community and a love for our country.

Our Greatest Asset – Our People



JAMES FREE
President & CEO
Campbell Veterans Memorial Foundation



DR. FRANCIS J. HARVEY
Former 19th Secretary of the
United States Army

Advisory Board Members

And the Foundation is honored, very honored, to have two advisors:

JAMES R. (JIM) FREE, who is PRESIDENT & CEO of the CAMPBELL VETERANS MEMORIAL FOUNDATION and a U.S. Navy Veteran who fought in Vietnam. In addition to his long history of community service, Jim's personal history includes recognition as Kiwanian of the Year, selection as Campbell Chamber of Commerce Citizen of the Year, and in 2013, awarded by State of California Assemblyman Paul Fong as the Veteran of the Year for Assembly District 28.

Our second advisor is **DR. FRANCIS J. HARVEY**, FORMER 19TH SECRETARY OF THE UNITED STATES ARMY. The majority of this long term Los Gatos' career was spent with corporations that provided products and services to the federal government, particularly the United States Department of Defense. Fran was formerly CEO of the IT Group, a defense contractor. He was a member of the Army Science Board, served for one year as a White House Fellow, served as assistant in the immediate office of the Secretary of Defense, was past President of the Electronics Systems Group, President of the Government and Environmental Services Company, and Chief Operating Officer of the multi billion dollar Industries and Technology Group for Westinghouse, was Director and Vice Chairman of Duratek before his appointment as Army Secretary, and today continues to serve as advisor and member on 14 boards to corporations in America.

Meanwhile,
The Memorial
Planning
Takes Form



Veteran's Memorial – Objectives

Earlier we presented the Foundation goal of establishing a memorial or tribute to our Veterans. You might ask why create a memorial. It serves as a vehicle around which the foundation can create events in combination with patriotic holidays such as Memorial Day, July 4th and Veterans Day during which we have the opportunity to educate the community of Los Gatos and the surrounding communities on the history of our military, our Veterans and their contribution to the American people. Remember, it is our goal to create a foundation that is perpetual. A memorial, combined with continual education, will foster, we hope, a perpetual honor, respect and support for our veterans within the community.

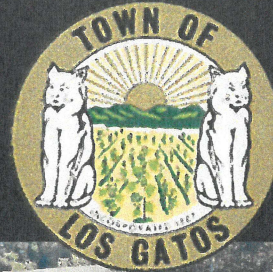
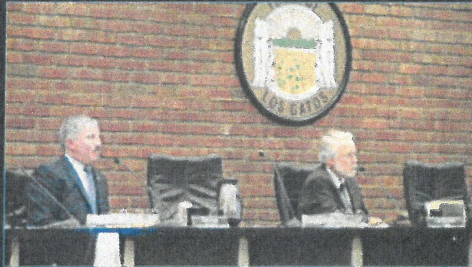


Here is how we see that memorial being used:

[This slide is a build slide on this subject.]

- **[CLICK]** As you heard, it is our intention to honor all vets – past, present, future and in all branches of the military with a lasting Memorial.
- **[CLICK]** We anticipate that the memorial will be used for events & celebrations that recognize our military, e.g. Memorial Day, Veterans Day, Fourth of July, etc.
- As a result, we desire to have the tribute in a prominent place in town.
- **[CLICK]** We anticipate that it will be frequented by individuals of all ages and all physical abilities. Memorials draw visitors. Lets look at some examples of more notable ones:
 - Vietnam Wall: Close to five million visitors annually
 - 9/11 Memorial in NYC: Totaling more than 15 million since opening in Sept 2011
 - Korean War Memorial: Has had over 3.12 million visitors between years 2008 - 2013
 - Gettysburg : Is frequented by 3.8 million visitors annually.
- We recognize that Los Gatos is not a Washington DC, New York City or Gettysburg. The bottom line is that memorials create a natural draw of the public
- And of course, we desire a design that offers low maintenance. **[CLICK]**

The Memorial - Timeline

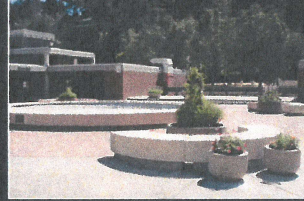


11/05/2012

Town Council Votes with a Unanimous "Yes!"

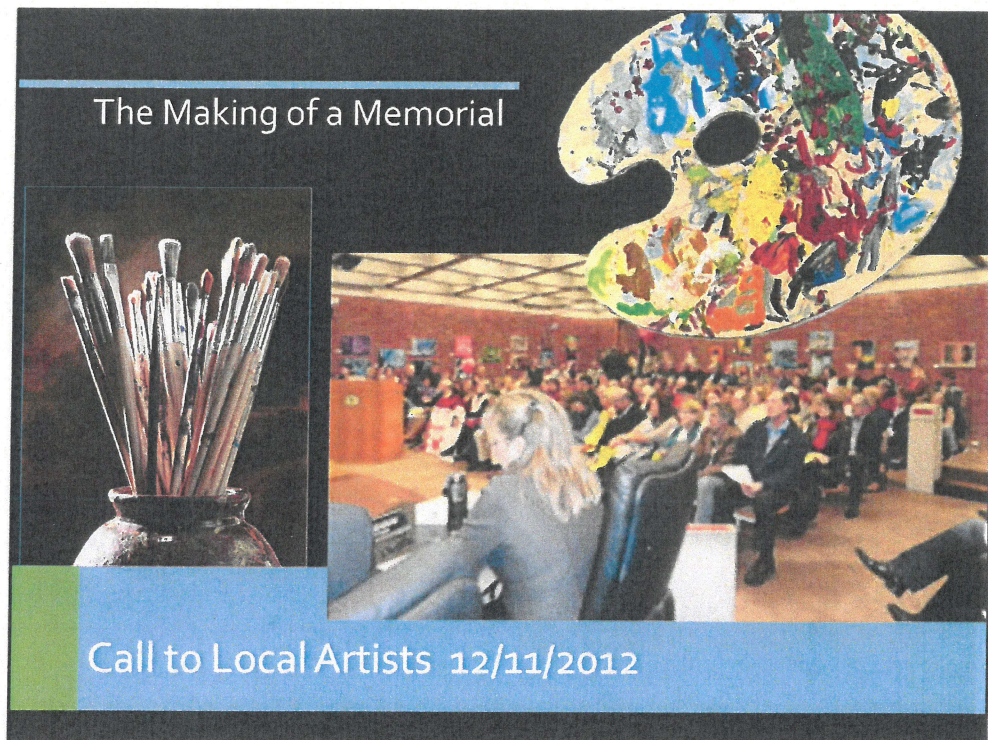
November 5th, 2012 was a pivotal date for us. That was the date on which we delivered our presentation for the first time to the Town Council of Los Gatos. We shared an overview of our Foundation and our memorial plan. The Council voted unanimously with a resounding yes to proceed with obtaining artist renderings for the memorial for the Town's consideration.

The Memorial Receives Council Support



Approval "To accept renderings for the Civic Center Lawn and/or The Plaza and/or Pageant Grounds"

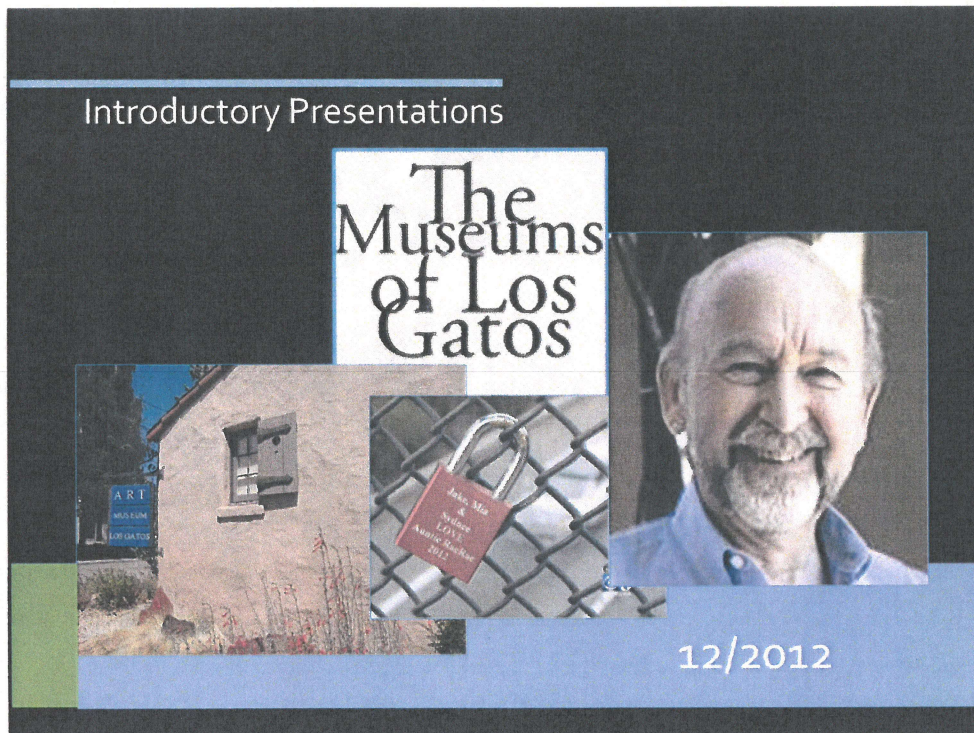
- The Town Council approved the use of the Civic Center lawn and/or the Civic Center Plaza and/or the Pageant Grounds for our tribute to freedom.
- The preferred location as approved by the Los Gatos Town Council on November 5 is town real estate of great exposure, the Town Civic Center – CLICK – The lawn and the plaza. This space provides:
 - Town prominence and visibility commensurate with the honor we would want perceived by our Town for our veterans.
 - Security with the police dispatch center adjacent to the Plaza.
 - An opportunity to aesthetically improve the Town. We understand the existing fountain can no longer be used per Board of Health reasons given the liability and bacteria issues presented by pooled water.
 - A special significance in that the Town Chambers building was once constructed as a bomb shelter. The structure therefore, should also be able to handle the weight of a memorial.
 - A tiered space when one considers the lawn where the flag poles are already in place, the plaza and the landing at the back of the plaza which doubles as a natural stage.
- Given the prominence of the Plaza, we envision an art structure in our design.



Our process:

We felt it was important to invite our local artists to hear our story. We thought long and hard about what we could do for our local artists. We decided to give them the advantage of time. Thus, we hosted a local preview of our Call to Artists in December, 2012, six months prior to when we went national. Approximately 25 people attended the event including local artists and architects and interested parties such as the Executive Director from the Los Gatos Museums, members of the Los Gatos Arts Association, the Arts and Cultural Commission and Parks and Public Works.

Introductory Presentations



We also felt it was paramount to meet with the Town stakeholders. We hosted a multitude of introductory presentations to the “Who’s Who” of Los Gatos.

We met with the Museums and Historical Society of Los Gatos in December, 2012. At that time, the notion of the Museums taking over the former library location was only a possibility. We felt it was important to understand their perspective. We met with the Executive Director, John Agg. The Foundation saw this as a great opportunity to collaborate with the Museums for two primary reasons. For one, they’re all about history and we’re very much honoring historical events that are vital to the history of our country. Secondly, they’re all about art and we knew that we would be honoring and respecting our veterans through the medium of art.

Introductory Presentations

FRIENDS



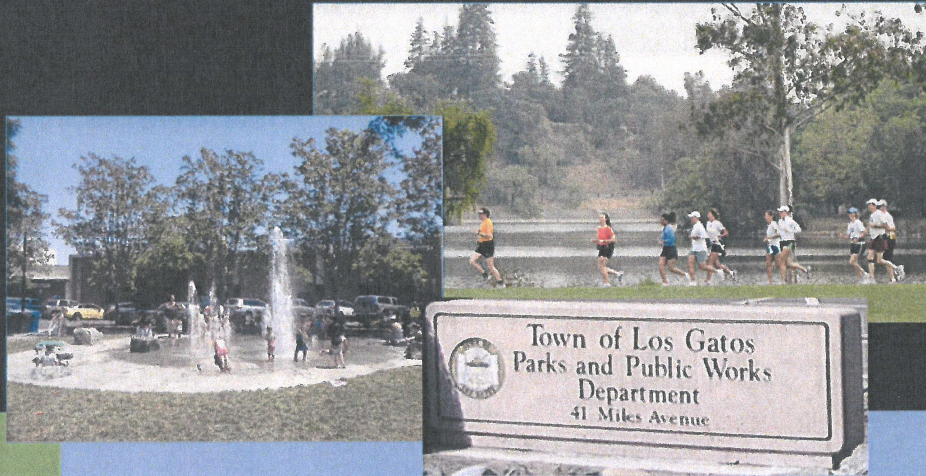
OF LOS GATOS PUBLIC LIBRARY



Friends of the Library, 12/2012

And we met with the Friends of the Library, who today are the keepers of the keys to a new state of the art \$12 million dollar library that opened in April, 2012 and a book store with books for sale located right on the plaza square.

Introductory Presentations



Parks & Public Works, 12/2012

We presented to Los Gatos Parks & Public Works Department who obviously will have a vested interest in what we erect for they are likely to become the logical party with whom we contract to maintain the grounds.



We met with the Arts and Cultural Commissioners of Los Gatos.



A very pivotal meeting was hosted by Town Manager Greg Larson on March 1, 2013 – Greg hosted the Town's multiple stakeholders who have a personal interest in the Civic Center site for the reason that they are tenants of the Town Civic Center we are likely to occupy pending Town Council approval. Greg conducted a brainstorming session. He asked the stakeholders to go off and describe, using adjectives, the Civic Center Plaza as it exists today and as the stakeholders would desire to see it in the future. It was very telling what our stakeholders had to say at Greg's stakeholder meeting. Here is how the stakeholders described the current Civic Center space. They viewed it as:

- "Uninviting"
- "Barren"
- "Soul less"
- "Hot from a heat perspective with a cold feel"
- "Unfriendly"
- "Unusable"
- "Underutilized"

They said they wanted Civic Center to be a place described as:

- "Enriching: historical, cultural, educational"
- "Used and bustling"
- "Impressive – A destination that people want to go. A place where we'd be proud to take friends."
- "Inviting"
- "Green, shade, comfortable and soft"
- "World class and special."



We next took the information from our stakeholders along with information regarding what we were attempting to create and added a designer section for our artists on our website. Our goal was to be able to provide all artists, wherever they may be located, access to what we were attempting to do for our town. Furthermore, we recognized that given that this was a public art project of sizable magnitude, that the field of artists to respond would require unique skills and experience on behalf of those who chose to respond.



We uploaded a detailed site description, about 600 still photos, 29 panoramic site views comprised of 15-25 photos stitched together, a site video, preliminary memorial requirements and later created a one-hour podcast that was also made available to artists on the site.

Artist Call to Arms

Challenge

- A tribute to freedom that honors and respects service members and veterans.
- A memorial that also recognizes public service first responders.
- The creation of a serene setting where visitors can pause and reflect.
- Shaded seating.
- Appropriate lighting.
- Low maintenance to conserve energy.
- "Green project design" a plus.
- Water feature optional.

Request of Our Artists – A Desire for...

Here is what we told our artist community:

There is strong interest for the following:

- A memorial targeted to honor and respect service members and veterans.
- A memorial that also considers a tribute to public service first responders.
- The creation of a serene setting where visitors can pause and reflect.
- Shaded seating.
- Appropriate lighting.
- Low maintenance to conserve energy.
- "Green project design" a plus.
- Water feature optional.

Artist Call to Arms Challenge

...Must:

- Be designed to the *Memorial Site Location Description* specifications.
- Carry the tone of celebrating freedom, be respectful and a tribute to those who have served in the U.S. military
- Support requirements of the Department of Public Health.
- Be a design that anticipates public visitation of all ages.
- Must be of a size appropriate for the location.
- Be of any material(s), as long as the materials are long lasting, minimize maintenance and do not pose an environmental threat.

Request of Our Artists – The Wish List

...Must:

- Be designed specifically for the site considerations described in the *Memorial Site Location Description* specifications.
- Carry the tone of celebrating freedom, be respectful and a tribute to those who have served in the U.S. military and public service first responders.
- Support requirements of the Department of Public Health.
- Be a design that anticipates public visitation of all ages.
- Must be of a size appropriate for the location.
- Be of any material(s), as long as the materials are long lasting, minimize maintenance and do not pose an environmental threat.